

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



WAR FOOD ADMINISTRATION  
Office of Distribution  
Marketing Reports Division  
821 Market Street - Room 700  
San Francisco 3, California  
EXbrook 8381 - Ext. 22

WAR FOOD  
BULLETIN  
NO. 15

WFA ORDER PERMITS  
MORE ICE CREAM

May 3, 1944

1.9422  
A8W192  
cop 3

SAN FRANCISCO, May 3 --- More - and richer - ice cream can be manufactured during May and June as a result of a War Food Administration announcement that the order limiting manufacturers to 65 percent of milk solids used during the base period has been amended to permit increase to 75 percent.

As pointed out by Buell F. Maben, western regional director of Food Distribution, this permits increased volume of ice cream while another section of the amended order permits an increased richness of the product itself by increasing the amount of milk solids used in the ice cream from 22 percent to 24 percent.

This is the second action taken by WFA recently - the first upped dealer quotas on cream and by-products to 100 percent of the base period - to help assure orderly marketing and full utilization of all milk produced during the current seasonal peak of milk production.

The more stringent limitations contained in War Food Order 8 were designed to help conserve milk and butterfat for use in butter, milk powder and other war-important dairy foods. It is estimated that the order thus far has conserved enough butterfat to make about 125,000 pounds of butter, and enough non-fat solids to make about 55 million pounds of skim milk powder.

-0-

SET ASIDE REDUCED - WFA reduced the set aside percentage on roller dried skim milk from 75 percent to 50 percent of monthly production beginning May 1. This will increase sale of roller dried skim milk to commercial users, reduce amount set aside for government.

11/11/11

W/5/3/44

1. *Pharmaceutical industry*—United States—History. I. Title. II. Series.